



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-22-2012 PAGE: 1 of 3

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403151	10-22-2012		0	CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
	246925	PHILADELPHIA	A. CLIFFORD	10-23-2012	10-29-2012	M (Broadcast Month, Cycle 1)	N	246925

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
1	10-23-2012	10-26-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30		2	2	2	2			8	1,000	8	8,000.00
2	10-29-2012	10-29-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	9	30	2							2	1,000	2	2,000.00
3	10-23-2012	10-26-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30		3	3	3	3			12	1,500	12	18,000.00
4	10-29-2012	10-29-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30	3							3	1,500	3	4,500.00
5	10-23-2012	10-26-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30		2	2	2	2			8	2,000	8	16,000.00
6	10-29-2012	10-29-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30	2							2	2,000	2	4,000.00
7	10-23-2012	10-26-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	8	30		1	1	1	1			4	1,100	4	4,400.00
8	10-29-2012	10-29-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	8	30	1							1	1,100	1	1,100.00
9	10-23-2012	10-26-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	8	30		1	1	1	1			4	1,100	4	4,400.00
10	10-29-2012	10-29-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	9	30	1							1	1,100	1	1,100.00
11	10-23-2012	10-26-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	9	30		1	1	1	1			4	1,400	4	5,600.00
12	10-29-2012	10-29-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	9	30	1							1	1,400	1	1,400.00
13	10-23-2012	10-26-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	8	30		1	1	1	1			4	1,600	4	6,400.00
14	10-29-2012	10-29-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	8	30	1							1	1,600	1	1,600.00
15	10-23-2012	10-26-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	9	30		1	1	1	1			4	800	4	3,200.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Agency Est#			CMS # 246925	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-23-2012	End Date 10-29-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 246925		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
16	10-29-2012	10-29-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	9	30	1							1	800	1	800.00	
17	10-23-2012	10-26-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30		1	1	1	1			4	3,000	4	12,000.00	
18	10-29-2012	10-29-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30	1							1	3,000	1	3,000.00	
19	10-27-2012	10-28-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	9	30						1	1	2	800	2	1,600.00	
20	10-23-2012	10-26-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30		1	1	1	1			4	2,200	4	8,800.00	
21	10-29-2012	10-29-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30	1							1	2,200	1	2,200.00	
22	10-23-2012	10-26-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	30		1	1	1	1			4	3,000	4	12,000.00	
23	10-29-2012	10-29-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	30	1							1	3,000	1	3,000.00	
24	10-23-2012	10-26-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	30		1	1	1	1			4	3,000	4	12,000.00	
25	10-29-2012	10-29-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	30	1							1	3,000	1	3,000.00	
26	10-29-2012	10-29-2012	08:00PM - 10:00PM	PRIME MO8 (7008)	9	30	1							1	10,000	1	10,000.00	
27	10-24-2012	10-24-2012	09:00PM - 10:00PM	PRIME WE9 (7020)	8	30			1					1	12,000	1	12,000.00	
28	10-24-2012	10-24-2012	10:00PM - 11:00PM	PRIME WE10 (7021)	8	30			1					1	10,000	1	10,000.00	
29	10-25-2012	10-25-2012	09:00PM - 10:00PM	PRIME TH9 (7039)	9	30				1				1	10,000	1	10,000.00	
30	10-28-2012	10-28-2012	09:00PM - 10:00PM	PRIME SU9 (7050)	9	30							1	1	5,000	1	5,000.00	

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Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
31	10-23-2012	10-28-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30		1	1	1	1	1	1	6	3,200	6	19,200.00
32	10-29-2012	10-29-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30	1							1	3,200	1	3,200.00
33	10-28-2012	10-28-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)	8	30							1	1	900	1	900.00
34	10-28-2012	10-28-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7	9	30							1	1	550	1	550.00
35	10-27-2012	10-28-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)	9	30						1	1	2	800	2	1,600.00
36	10-27-2012	10-27-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)	9	30						1		1	600	1	600.00
37	10-23-2012	10-23-2012	08:00PM - 09:00PM	PRIME TU8 (7014)	9	30	1							1	6,000	1	6,000.00
Contracted Gross Total:																100	219,150.00
Actual Gross Total:																100	219,150.00
Agency Commission:																	32,872.50
Net Total:																	186,277.50

Month/YR	Preempted	Made Good	Contract Total	Adjustments	Actual Total
Oct 12	0.00	0.00	178,250.00	0.00	178,250.00
Nov 12	0.00	0.00	40,900.00	0.00	40,900.00
TOTAL	0.00	0.00	219,150.00	0.00	219,150.00

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